



Francophone's Use of English Language TV and Film

Analysis of the French-Language Market

Issued: October 15, 2015



Introduction

- + Francophones are often surrounded with English content both from the U.S. and from within Canada itself. This report looks at Francophones and their consumption of English language TV and film.
- + This year, the Media Technology Monitor (MTM)* incorporated a mixed-methodology approach which included a phone survey and a follow-up survey online.

*See the appendix for further information on our survey methodology and permissible uses



Executive Summary

- + 3 in 5 Francophones report watching English TV and films
- + Younger Francophones and those living outside of the province of Quebec are most likely to watch
- + Weekly users of English content are 33% more likely to watch online TV and almost twice as likely to have watched Netflix in the past month as other Francophones
- + Francophones who watch English content on a weekly basis are spending less time watching traditional TV but more than twice as much time with online TV as the average Francophone

Francophones & English Content – French-Language Market